



# AUSTRALIA MEDIA LANDSCAPE

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# Country Overview

THE WORLD'S 8TH LARGEST TRADING ECONOMY

## Overview of Australia



CAPITAL  
**Canberra**

REGION  
**Oceania**

GDP PER CAPITA, PPP  
**\$53,381**

GDP  
**\$1.40 trillion**

POPULATION  
**25,364,307**

AREA  
**7,741,220 SQ.KM**

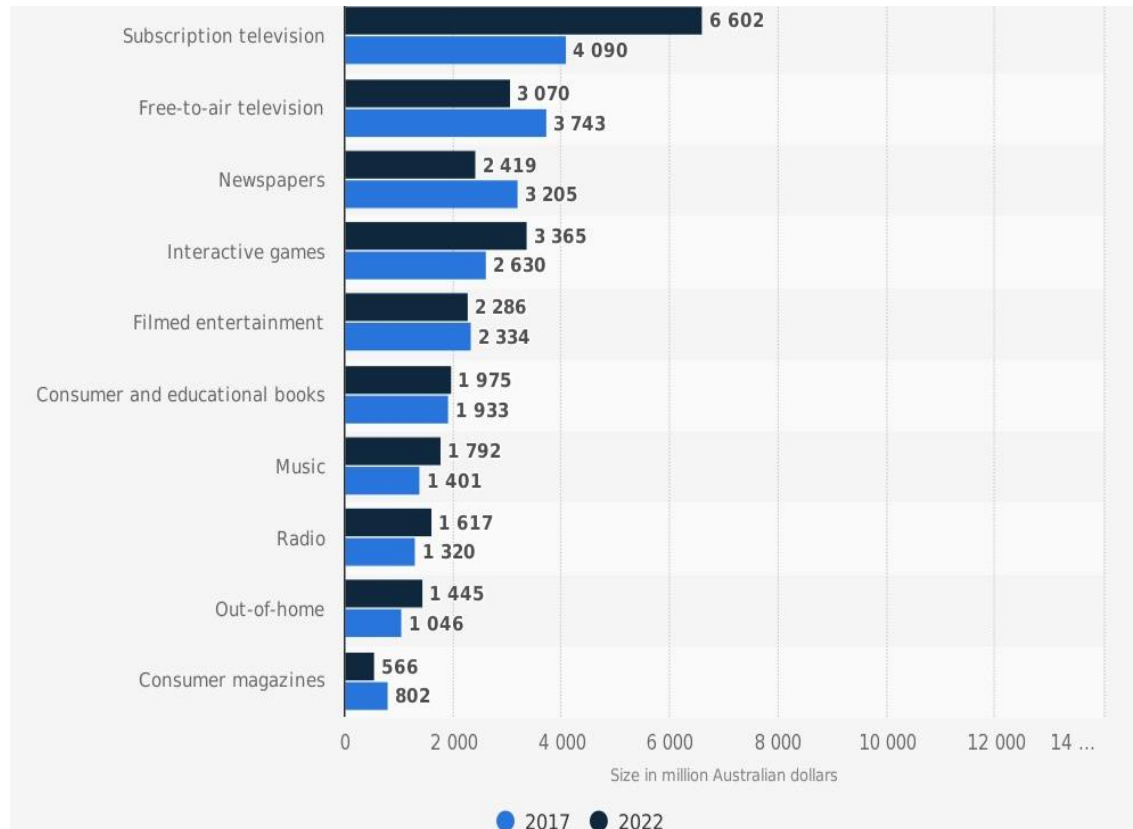
In 1986, Australia ended all constitutional ties to the United Kingdom, although Queen Elizabeth II remains the ceremonial head of state.

Australia is considered a wealthy nation with a market-based economy that has a comparatively high gross domestic product and per capita income. Its economy is driven by the service sector and the export of commodities.

Since the late 18th century, Australia has been influenced by British, Celtic and U.S. culture.

# Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY



Digital is on a steady growth



They spend 64 Hours 21 Min watching TV every month



They spend 2 Hours 7 Min listening to radio everyday



Print remains stable

# TV Consumption

CONNECTED TV IS THE MOST POPULAR DEVICE TO WATCH VIDEOS ON (2020)

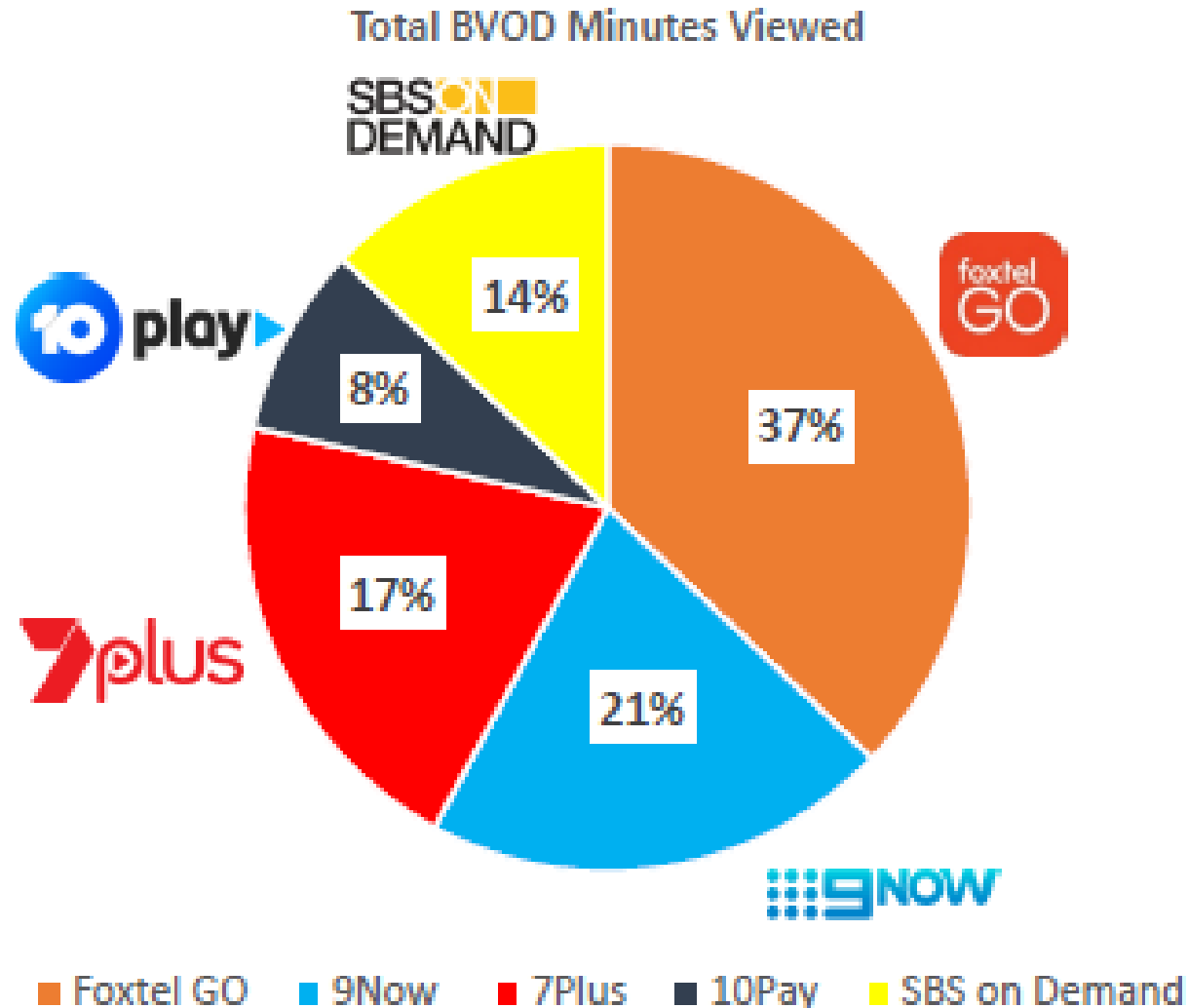
## TIME SPENT DETAIL LINEAR TV

Average per month	Total people***	Kids'	Teens**	18-24	25-34	35-49	50-64	65+
Viewing live	56:51	24:06	12:00	13:30	23:28	50:57	90:52	133:29
Playback to 7 days	5:54	2:51	1:12	1:21	2:33	5:18	9:21	13:33
Playback 8 to 28 days	1:34	1:54	0:25	0:26	0:55	1:31	2:02	2:28
Total broadcast	64:21	28:53	13:37	15:18	26:58	57:47	102:17	149:31

- Australia has both free to air and commercial paid TV options
- TV channel access is divided by region. Each region has an average of 3 x free too air plus the 2 x national feeds plus paid TV options

# TV Consumption

FOXTEL LEADS THE VIDEO ON DEMAND MARKET IN AUSTRALIA



- 17.3 million Australians watch subscription TV in 2020. The market sees an increase of 2.4 million viewers from 2019
- **Foxtel** is the undisputed leader in the commercial VOD market, attracting 37% of all minutes viewed throughout 2020

# TV Consumption

THE FOXTEL GROUP PROVIDES ACCESS TO OVER 3.5 MILLION SUBSCRIBERS

# FOXTEL

The FOXTEL Group is Australia's leading, next-generation subscription television company with more than 3.5 million subscribers.

It provides the best range of Australian and international movies, entertainment, lifestyle, documentaries, news and sport through a range of broadcast and streaming services to suit the needs of every Australian.



# TV Consumption

## MOST POPULAR TV CHANNELS IN AUSTRALIA

### 7 Mate



7mate is an Australian free-to-air digital television multichannel, which was launched by the Seven Network. The channel contains sport and regular programs aimed primarily to the "alpha male" audience with programming drawn from a combination of new shows, American network shows and other shows previously aired on its sister channels Seven and 7TWO.

### ABC NEWS



ABC News is an Australian 24-hour news channel launched and owned by the Australian Broadcasting Corporation. The majority of the channel's content is produced from the station ABN, in Ultimo, Sydney which the public can view being presented from an atrium looking into the news presentation studio.

### Sky News Australia

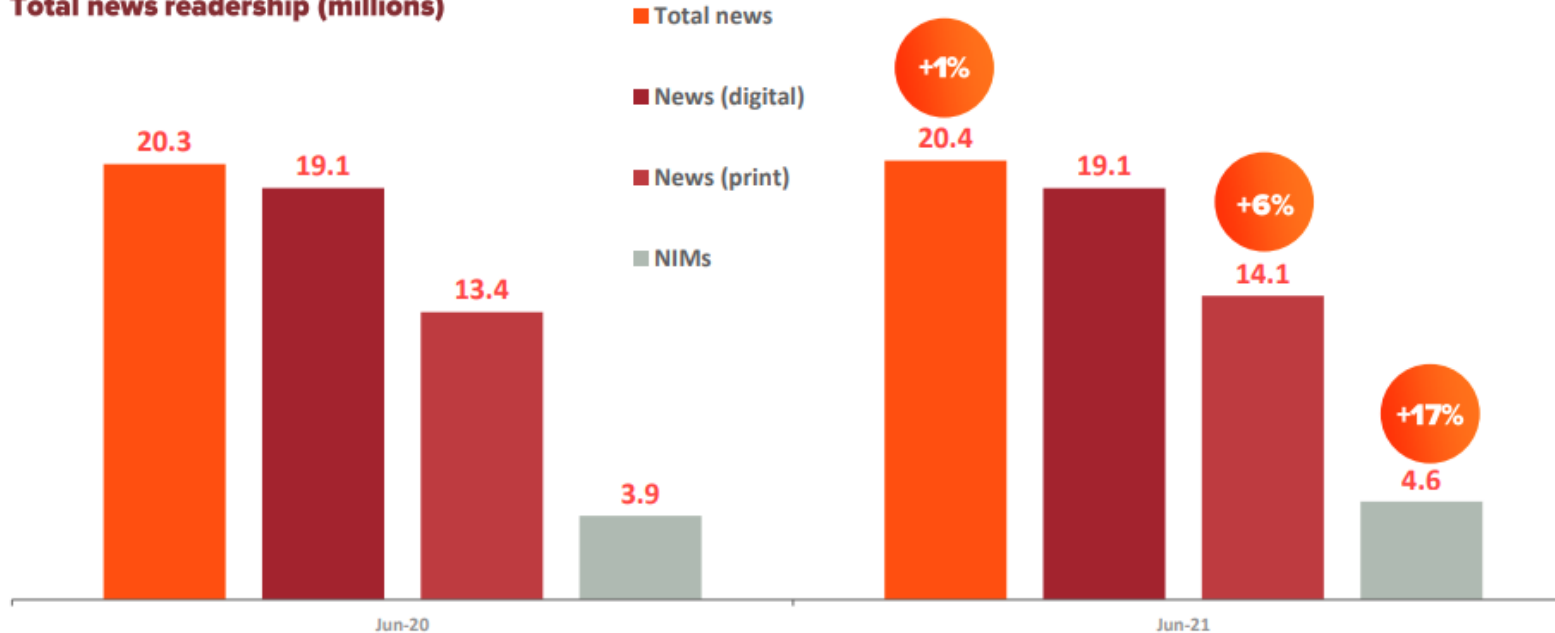


Sky News Australia is an Australian 24-hour cable and satellite news channel available on the Foxtel and Optus Television subscription platforms. It delivers more Australian news and national affairs coverage than all of free to air television combined. On average each week, Sky News reaches 1.1 million viewers.

# Print

THERE ARE 3 NATIONAL NEWSPAPERS, AND THIS IS SUPPORTED BY REGIONAL TITLES

Total news readership (millions)



- Print newspaper reaches 67% of Australians in 2021
- June 2021 recorded an increase in readership (14.1 million readers) compared to previous year June 2020 (13.4 million readers)



# Print Consumption

## TOP PRINT TITLES



### The Daily Telegraph Circulation: 290,731

The Daily Telegraph is an Australian daily tabloid newspaper published in Sydney, New South Wales. As the no.1 newspaper in NSW, The Daily Telegraph has built a proud reputation as a news breaking brand that sets the agenda that the rest of the state talk about.



### The Sydney Morning Herald Circulation: 104,000

It is a daily compact newspaper owned by Nine in Sydney, New South Wales, Australia. The Sydney Morning Herald includes a variety of supplements, including the magazines Good Weekend and Sunday Life. Its motive is to educate, challenge, and entertain audiences with stories that matter. 25% of its readers are business decision makers and 30% are professionals who hold senior positions.



### The Australian Print Reach: 1.9 Million

The Australian is a broadsheet newspaper published in Australia. Available nationally (in each state and territory), The Australian is the biggest selling nationally distributed newspaper in Australia, The newspaper is a well rounded daily read with Early General News, Business life, Recruitment, Sports, Arts, Commercial property and Classifieds sections forming the foundation of the paper.



### The Australian Financial Review Circulation: 47,000

The Financial Review is the essential daily read for executive decision makers, sophisticated investors and those who promote national prosperity. It has become a national institution, widely regarded as Australia's premium business, finance and political publication and recognized for its news breaking, agenda-setting and authoritative journalism.

# Radio

AUSTRALIA HAS A HIGHLY FRAGMENTED RADIO LANDSCAPE WITH OVER 300 RADIO STATION

## METRO HIGHLIGHTS

- Record high of nearly 11.1 million listeners tuned into commercial radio each week
- Strong audience growth of nearly 1 million listeners (+9.8%) over past five years
- 200,000 listeners gained in 2020 across multiple platforms
- Almost 3 million commercial radio listeners in the key 25-39 demo



*Across Sydney, Melbourne, Brisbane, Adelaide & Perth*

Commercial radio reached

**77% OF ALL  
AUSTRALIANS\***

Commercial radio maintained a  
metro audience of at least

**6.3M LISTENERS**  
in breakfast, morning,  
afternoon and drive\*

Average weekly time  
spent listening to  
commercial radio was

**13HRS 12MINS#**

- Terrestrial radio has always been a trusted and reliable source of up-to-date and essential news in Australia during times of crisis, and COVID-19 was no exception.

# Radio Consumption

## TOP RADIO STATIONS



### 101.7 WSFM

101.7 WSFM is a radio station broadcasting in Sydney, Australia. Its main content is commercial music, in particular classic hits from 1960 to about 2003, but with a stronger focus from 1970 to 1999. The station is part of the Pure Gold Network



### Nova FM

Nova FM is one of the famous radio stations in Australia. It is a group of five Australian radio stations owned wholly or in part by Nova Entertainment. Like any other radio station, each station has its own local breakfast show and daytime presenters.



### 2 DAY FM

2 Day FM is a commercial FM radio station broadcasting in Sydney, New South Wales, Australia, on a frequency of 104.1 MHz, and is part of Southern Cross Austereo's Hit Network.



### FM 97.3

97.3 is a fifty-fifty joint venture between Nova Entertainment and Australian Radio Network. It plays current hits and a variety of 1970s, 1980's and 1990's music. Its format is adult contemporary whose primarily targeted at the 25- 54 age group.

# Digital Consumption

THE NUMBER OF INTERNET USERS IN AUSTRALIA INCREASED BY 2.3% BETWEEN 2020 AND 2021





# Digital Consumption

AUSTRALIANS SPEND MOST OF THEIR TIME YOUTUBE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



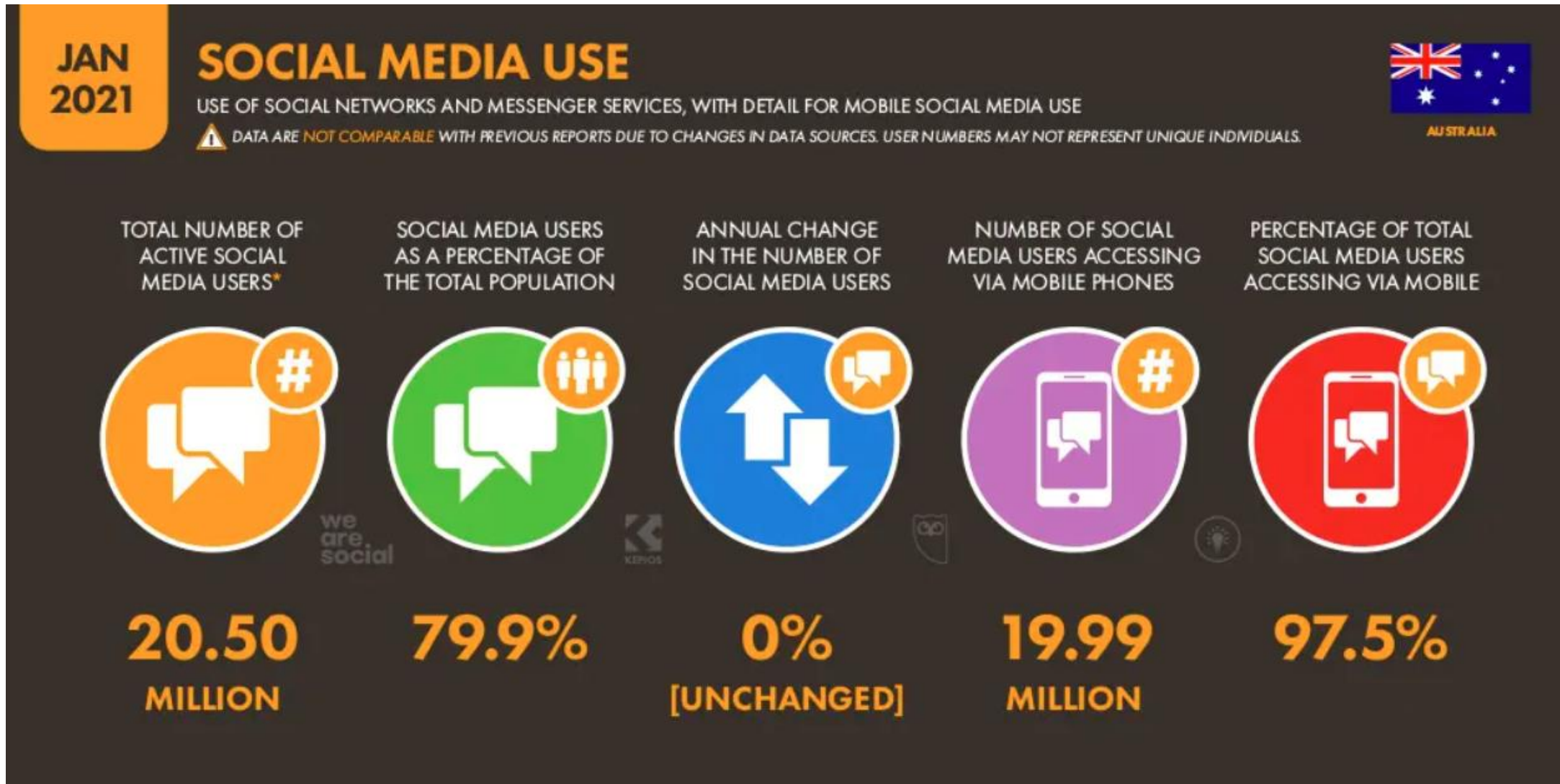
AUSTRALIA

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.54B	35.2M	10M 06S	7.9
02	YOUTUBE.COM	642M	23.1M	21M 19S	12.3
03	FACEBOOK.COM	418M	25.3M	9M 15S	8.2
04	GOOGLE.COM.AU	119M	11.1M	6M 28S	9.1
05	NEWS.COM.AU	94.3M	9.97M	5M 04S	3.5
06	ABC.NET.AU	93.3M	13.3M	4M 56S	2.8
07	WIKIPEDIA.ORG	93.0M	16.2M	3M 34S	3.1
08	TWITTER.COM	87.8M	11.9M	9M 08S	12.1
09	NETFLIX.COM	85.0M	6.07M	11M 30S	4.3
10	EBAY.COM.AU	80.6M	14.3M	6M 45S	8.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	LIVE.COM	79.1M	6.28M	6M 40S	8.2
12	INSTAGRAM.COM	76.6M	11.3M	7M 03S	12.0
13	REDDIT.COM	699M	7.64M	8M 51S	6.3
14	BOM.GOV.AU	58.9M	8.23M	15M 52S	5.6
15	XVIDEOS.COM	57.3M	6.71M	12M 04S	9.3
16	YAHOO.COM	56.8M	8.17M	5M 13S	4.8
17	REALESTATE.COM.AU	56.2M	11.4M	6M 43S	6.2
18	PORNHUB.COM	50.8M	5.66M	9M 12S	7.5
19	XNXX.COM	46.3M	5.44M	14M 32S	10.8
20	9NEWS.COM.AU	41.7M	8.14M	2M 23S	2.5

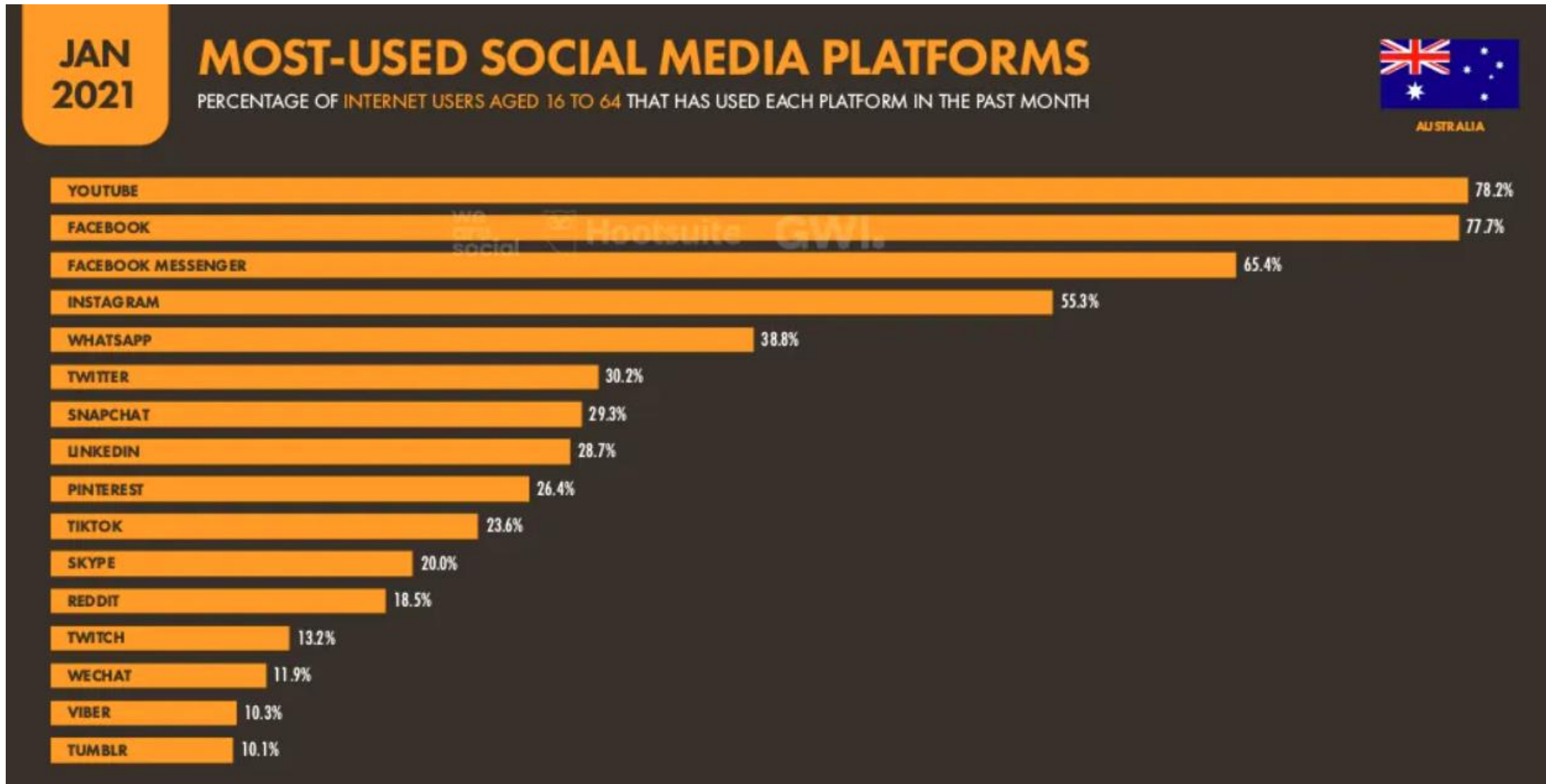
# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS REMAINED UNCHANGED BETWEEN 2020 AND 2021



# Digital Consumption

YOUTUBE IS THE MOST USED SOCIAL MEDIA PLATFORM FOLLOWED BY FACEBOOK





# OUTDOOR SITES

## BILLBOARDS





# OUTDOOR SITES

## RETAIL





# OUTDOOR SITES

## AIRPORT



\* LONGREACH



METRO EXECUTIVE



BOULEVARD



\* ENTERPRISE



\* TOUCHDOWN



COLLECT & CONNECT





# OUTDOOR SITES

## TRANSPORTATION



# Let's Discuss

Tel: +971 4 425 3300

Email: [info@themediavantage.com](mailto:info@themediavantage.com)

Website: [www.themediavantage.com](http://www.themediavantage.com)

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,  
UAE

